



PHILIP MORRIS

U.S.A.

100 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 679-1800

March 12, 1981

Mrs. John T. Ward, Jr.
Program Co-Chairmen
Equestrian Events, Inc.
362 Walnut Street
Lexington, Kentucky 40508

Dear Mrs. Ward:

Many thanks for your letter and literature of February 19th advising us of the opportunity to participate in the 1981 Rolex International Kentucky Horse Trials Program.

Unfortunately, our budget for this type of advertising is limited and we will be unable to participate at this time.

Again, many thanks for thinking of Philip Morris. Best wishes for a successful event.

Cordially,

Vincent J. Weiner
Manager
Special Promotions

VJW:mc

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MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT SARATOGA MULTIFILTER ALPINE